



SPECIAL OFFER

May, 1995

To Our Forsyth Partner

HAVE WE GOT A DEAL FOR YOU !!

Periodically, we manage to get a special offering on one of our accrual catalog programs or a "one time only" deal. When we put a deal like this together, we will let you know and give you a chance to participate. This promotion will be a better deal than offered in our regular Alliance catalog and offered for a limited time..

Our first deal is on Sprint phone cards. Due to a special provided to us, we are able to offer you Sprint calling cards worth 10 minutes of phone time for \$1.50 per card! (Paid for using your Alliance accrual funds.) Unfortunately Murphy Brown was not available to advertise our Sprint program ... however, the cards were developed as designer cards and are considered "collectibles". These cards do not have any restrictions on the time of day your call must be placed like some Sprint programs. If you tried to purchase these cards from Sprint directly, they would probably cost you substantially more.

Our "SPECIAL OFFER" is explained in more detail in the attached brochure. Please fill out the attached order form and mail or fax today! We will accept your orders until June 15, 1995. Contact your Forsyth representative if you have any questions.

Good Selling!

Jim Helm, Vice President
Forsyth Tobacco Products

51846 8079

FORSYTH TOBACCO PRODUCTS



announce

The Prepaid Long Distance Calling Card Promotion



(actual size) FRONT

*Give Your Customer
10 Minutes of Long
Distance Calls with
a 10-Pack Purchase*

♦ **To Place Domestic Calls**

1. Dial 1-800-249-0766
from any touchtone phone
2. At prompt, enter 791-220-7982
3. Follow prompts to place calls.

♦ **Next Call - Don't Hang up!**

Push [#] for one full second and follow prompts
for next call.

♦ **Call 1-800-366-0707 for 24-hour Customer Service**

Long distance provided by Sprint.
Card has no cash value redemption value. Card cannot be applied to any Sprint invoice.
Non-refundable. Non-transferable. Expires: 12/31/95

BACK

- Generate substantial consumer interest and in-store traffic.
- Increase volume with an exciting promotion customized to your store.

THIRD QUARTER PROMOTIONAL OFFER

51846 8080

PROGRAM DETAILS

POINT OF SALE

- Impactful POS support launches and sustains the program with attention-getting visual
 - Dump-bin riser card
 - Pasters



CUSTOMER REQUIREMENTS

- A customer must make a 10-pack purchase of your Private-Label brand in order to receive a SPRINT phone card good for 10 minutes of free long-distance calling. Card expires 12/31/95.

SALES GENERATION

- These highly collectible cards come in four versions; consumers will want to collect the set, so the program generates repeat purchases.



SPECIAL BONUS

- With an order of 25,000 cards or more, you can give your own introductory selling message that your customers hear when they use the card, reminding them of the benefits of making their purchases at your store.

SIGN ON WITH THE CALLING CARD PROMOTION TODAY!

DEADLINE FOR ORDER: JUNE 15, 1995.

Orders must be placed by SKU. 1 SKU=1,000 cards.

SPECIAL DEAL ORDER FORM — PHONE CARD PROMOTION

FORSYTH TOBACCO

CUSTOMER SERVICE
P.O. BOX 2959
Winston-Salem, NC 27102

PLEASE COMPLETE AND MAIL OR FAX
TO FORSYTH CUSTOMER SERVICE
(910) 741-2156

ORDER INFORMATION (PLEASE PRINT)

COMPANY NAME: _____
PURCHASE ORDER# _____
STREET ADDRESS: _____
CITY: _____
STATE: _____ ZIP: _____
PHONE# _____
FAX: _____
F.T.C. REP: _____
AUTHORIZED BY: _____ DATE: _____
SIGNATURE: _____

BRAND: _____

SHIPPING INFORMATION (PLEASE PRINT)

COMPANY NAME: _____
ATTENTION: _____
STREET ADDRESS: _____
CITY: _____
STATE: _____ ZIP: _____
PHONE# _____
SPECIAL INFO: _____

ORDER INFORMATION

A

PHONE CARD ORDER

BRAND _____ QUANTITY(1,000 PER SKU) _____ SKU'S _____
DATE NEEDED _____ PRODUCT ORDER ATTACHED _____ YES _____ NO
PROMOTION DATES _____ TO _____
SPECIAL INSTRUCTIONS _____

TOTAL # _____ x \$1.50 PER CARD = PROGRAM COST

B

POS ORDER

BRAND _____ QUANTITY(25 per SKU) _____
DATE NEEDED _____ *PASTERS _____ SKU's _____
PROMOTION DATES _____ TO _____ *DUMP BIN CARD _____ SKU's _____
SPECIAL INSTRUCTIONS _____

*no incremental cost for POS

* ORDER 25,000 OR MORE, RECEIVE A 15 SECOND
CUSTOMIZED GREETING MESSAGE FOR YOUR STORE.
PLEASE CONTACT YOUR FORSYTH REP. FOR DETAILS.

\$ _____ Cost of A
\$ _____ Special Shipping
\$ _____ Total Cost

IMPORTANT

- CANCELLATIONS of orders will not be accepted
- Minimum quantities must be ordered
- Additional charge for special shipping request

FORSYTH TOBACCO INTERNAL USE

Tracking Code _____ Date Order Received _____
Forsyth Rep _____ Date _____

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